



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

| | | |
|------------------------|---------------------------------|---------------------|
| Contract / Revision | | Alt Order # |
| 559545 / | | 07888603 |
| <u>Product</u> | | |
| Crossroads GPS | | |
| Contract Dates | Estimate # | |
| 07/30/12 - 08/06/12 | 12/11/732 | |
| Advertiser | <u>Original Date / Revision</u> | |
| Crossroads GPS | 08/02/12 | / 08/02/12 |
| <u>Billing Cycle</u> | <u>Billing Calendar</u> | <u>Cash/Trede</u> |
| EOM/EOC | Broadcast | Cash |
| Station | Account Executive | Sales Office |
| WTKR | Jamie Andrus | Washington, D.C. |
| <u>Special Handing</u> | | |
| <u>Demographic</u> | | |
| Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| 8433 | 12 | 11 |
| <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Totals | |
|--------|----------|-------------------|-----------------|-----------------------|----------------|------|--------|-------------------|-------------|--------|------------|
| | | | | | | | | | | Type | Spots |
| E 1 3 | | 07/30/12 | 08/05/12 | Newschannel 3 News | 6-7am | | :30 | | | NM | 6 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$1,110.00 |
| Week: | 07/30/12 | 08/05/12 | MTWTF-- | | | | | 6 | \$185.00 | | |
| D 2 3 | | 08/06/12 | 08/06/12 | Newschannel 3 News | 6-7am | | :30 | | | NM | 0 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$0.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$140.00 | | |
| D 3 3 | | 07/30/12 | 08/05/12 | CBS This Morning | 7-9a | | :30 | | | NM | 5 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$700.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$140.00 | | |
| D 4 3 | | 08/06/12 | 08/06/12 | CBS This Morning | 7-9a | | :30 | | | NM | 0 |
| D 5 3 | | 08/05/12 | 08/05/12 | CBS Sunday Morning | 9-1030am | | :30 | | | NM | 0 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$0.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$270.00 | | |
| D 6 3 | | 07/30/12 | 08/05/12 | Let's Make A Deal 9am | 9-10am | | :30 | | | NM | 5 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$1,350.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$270.00 | | |
| D 7 3 | | 08/06/12 | 08/06/12 | Let's Make A Deal 9am | 9-10am | | :30 | | | NM | 0 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$0.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$415.00 | | |
| D 8 3 | | 07/30/12 | 08/05/12 | Price Is Right | 11am-12n | | :30 | | | NM | 5 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$2,075.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$415.00 | | |
| D 9 3 | | 08/06/12 | 08/06/12 | Price Is Right | 11am-12n | | :30 | | | NM | 0 |
| E 10 3 | | 07/30/12 | 08/05/12 | Newschannel 3 News | 12n-1230pm | | :30 | | | NM | 4 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$1,180.00 |
| Week: | 07/30/12 | 08/05/12 | M---TF-- | | | | | 4 | \$295.00 | | |
| D 11 3 | | 08/06/12 | 08/06/12 | Newschannel 3 News | 12n-1230pm | | :30 | | | NM | 0 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$0.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$200.00 | | |
| D 12 3 | | 07/30/12 | 08/05/12 | Ellen Degeneres 3pm | 3-4pm | | :30 | | | NM | 5 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$1,000.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$200.00 | | |
| D 13 3 | | 08/06/12 | 08/06/12 | Ellen Degeneres 3pm | 3-4pm | | :30 | | | NM | 0 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$0.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$330.00 | | |
| D 14 3 | | 07/30/12 | 08/05/12 | Newschannel 3 News | 5-530pm | | :30 | | | NM | 5 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$1,650.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$330.00 | | |
| D 15 3 | | 08/06/12 | 08/06/12 | Newschannel 3 News | 5-530pm | | :30 | | | NM | 0 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$0.00 |
| Week: | 07/30/12 | 08/05/12 | 111111-- | | | | | 5 | \$485.00 | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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| 07/30/12 - 08/06/12 | Crossroads GPS | 12/11/732 |
| <u>Advertiser</u> | | <u>Original Date / Revision</u> |
| Crossroads GPS | | 08/02/12 / 08/02/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Totals | | |
|--------|----------|-------------------|-----------------|---------------------------------|----------------|------|--------|-------------------|-------------|--------|-------|------------|
| | | | | | | | | | | Type | Spots | Amount |
| D 17 3 | | 08/06/12 | 08/06/12 | Newschannel 3 News | 6-630pm | | :30 | | | NM | 0 | \$0.00 |
| 18 3 | | 07/30/12 | 08/05/12 | 7-730pm | | | :30 | | | NM | 5 | \$2,325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | 07/30/12 | 08/05/12 | 11111-- | | | | | 5 | \$465.00 | | | |
| D 19 3 | | 08/06/12 | 08/06/12 | 7-730pm | 7-730pm | | :30 | | | NM | 0 | \$0.00 |
| 20 3 | | 07/30/12 | 08/05/12 | 730-8pm | | | :30 | | | NM | 5 | \$2,175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | 07/30/12 | 08/05/12 | 11111-- | | | | | 5 | \$435.00 | | | |
| D 21 3 | | 08/06/12 | 08/06/12 | 730-8pm | | | :30 | | | NM | 0 | \$0.00 |
| D 22 3 | | 08/05/12 | 08/05/12 | Sunday Prime | | | :30 | | | NM | 0 | \$0.00 |
| 23 3 | | 07/30/12 | 07/30/12 | Late News (M-F) | 11-1135p | | :30 | | | NM | 5 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | 07/30/12 | 08/05/12 | M----- | | | | | 5 | \$540.00 | | | |
| D 24 3 | | 08/06/12 | 08/06/12 | Late News (M-F) | 11-1135p | | :30 | | | NM | 0 | \$0.00 |
| D 25 3 | | 08/04/12 | 08/04/12 | Late News (Sa-Su) | 11-1135p | | :30 | | | NM | 0 | \$0.00 |
| E 26 3 | | 07/30/12 | 08/05/12 | Late Night with David Letterman | 1135pm-1237am | | :30 | | | NM | 4 | \$660.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | 07/30/12 | 08/05/12 | MTWT--- | | | | | 4 | \$165.00 | | | |
| D 27 3 | | 08/06/12 | 08/06/12 | Late Night with David Letterman | 1135pm-1237am | | :30 | | | NM | 0 | \$0.00 |
| 28 3 | | 08/01/12 | 08/03/12 | Newschannel 3 News | 12n-1230pm | | :30 | | | NM | 1 | \$415.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | 07/30/12 | 08/05/12 | --WTF-- | | | | | 1 | \$415.00 | | | |
| 29 3 | | 08/01/12 | 08/03/12 | Let's Make A Deal 9am | 9-10am | | :30 | | | NM | 1 | \$415.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | 07/30/12 | 08/05/12 | --WTF-- | | | | | 1 | \$415.00 | | | |
| N 30 3 | | 08/03/12 | 08/03/12 | CBS Daytime | 1228-3pm | | :30 | | | NM | 1 | \$555.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | 07/30/12 | 08/05/12 | ----F-- | | | | | 1 | \$555.00 | | | |
| N 31 3 | | 08/03/12 | 08/03/12 | NewsChannel 3 News | 5-6am | | :30 | | | NM | 2 | \$480.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | 07/30/12 | 08/05/12 | ----F-- | | | | | 2 | \$240.00 | | | |

Totals 64 \$21,215.00

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------------|--------------------|
| 07/30/12 -08/03/12 | 64 | \$21,215.00 | \$18,032.75 |
| Totals | 64 | \$21,215.00 | \$18,032.75 |

Signature: _____ Date: _____

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